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WHAT IS CLAIMED IS:

1. A discharge lamp comprising:

an elongated vitreous tube having an outer periphery and axially opposed first and second ends which define an axial length for the tube therebetween, the outer periphery including a plurality of regions defined along said axial length wherein a first region extends over a predetermined first portion of said axial length and has a helical groove path defining a series of axially spaced apart grooves;

a first electrode assembly associated with the first end of the tube;

a second electrode assembly associated with the second end of the tube; and

a coating on an interior of the vitreous tube along the entire length for emitting ultraviolet radiation when a voltage is applied across the first and second electrodes; wherein the first region emits ultraviolet radiation having an intensity greater than emitted from a second region of the outer periphery.

2. A discharge lamp as recited in Claim 1, wherein the grooves of the first region are formed in a plane which intersects the axis of the tube at an acute angle.

3. A discharge lamp as recited in Claim 1, further comprising a reflective coating on the interior of the vitreous tube and positioned radially inward of the coating, the reflective coating extending about a portion of the vitreous tube circumference.

4. A discharge lamp as recited in Claim 3, wherein the reflective coating extends exclusively over the first region.

5. A discharge lamp as recited in Claim 1, wherein the first region has a length of about approximately 18 inches and the length of the vitreous tube is approximately 72 inches.

6. A discharge lamp as recited in Claim 1, wherein the second region of the outer periphery has a second helical path that defines a second series of axially spaced apart grooves.

7. A discharge lamp as recited in Claim 6, wherein the grooves formed in the second region of the outer periphery have a groove depth which is less than a depth of the grooves formed in the first region.

8. A discharge lamp as recited in Claim 6, wherein the grooves formed in the second region of the outer periphery have an axial spacing which is greater than the axial spacing of the grooves formed in the first region.

9. A discharge lamp as recited in Claim 6, wherein the grooves formed in the second region of the outer periphery are formed in a plane which intersects the tube axis at an angle which is less than the angle of intersection of grooves in the first region.

10. A discharge lamp as recited in Claim 1, wherein the outer periphery further comprises a third region.

11. A discharge lamp as recited in Claim 10, wherein the third region of the outer periphery has a third helical groove path that defines a third series of axially spaced apart grooves.

12. A discharge lamp for use in tanning applications, comprising:

an elongated vitreous tube having an outer periphery and axially opposed first and second ends which define a length for the tube therebetween, the outer periphery including at least first and second regions defined along said axial length, wherein the first region extends over a predetermined first portion of said axial length and has a

helical groove path defining a series of axially spaced apart grooves and emitting radiation having an intensity greater than that emitted from the second region;

a first electrode assembly associated with the first end of the tube;

a second electrode assembly associated with the second end of the tube; and

a coating on an interior of the vitreous tube along the entire length for emitting ultraviolet radiation when a voltage is applied across the first and second electrodes.

13. A discharge lamp as recited in Claim 12, wherein the grooves of the first region are formed in a plane which intersects the axis of the tube at an acute angle.

14. A discharge lamp as recited in Claim 12, further comprising a reflective coating on the interior of the vitreous tube and positioned radially inward of the coating, the reflective coating extending about a portion of the vitreous tube circumference.

15. A discharge lamp as recited in Claim 14, wherein the reflective coating extends exclusively over the first region.

16. A discharge lamp as recited in Claim 12, wherein the first region has a length of about approximately 18 inches and the length of the vitreous tube is approximately 72 inches.

17. A discharge lamp as recited in Claim 12, wherein the second region of the outer periphery has a second helical path that defines a second series of axially spaced apart grooves.

18. A discharge lamp as recited in Claim 17, wherein the grooves formed in the second region of the outer periphery have a groove depth which is less than a depth of the grooves formed in the first region.

19. A discharge lamp as recited in Claim 17, wherein the grooves formed in the second region of the outer periphery have an axial spacing which is greater than the axial spacing of the grooves formed in the first region.

20. A discharge lamp as recited in Claim 17, wherein the grooves formed in the second region of the outer periphery are formed in a plane which intersects the tube axis at an angle which is less than the angle of intersection of the grooves in the first region.

21. A discharge lamp as recited in Claim 12, wherein the outer periphery further comprises a third region.

22. A discharge lamp as recited in Claim 21, wherein the third region of the outer periphery has a third helical groove path that defines a third series of axially spaced apart grooves.

23. A method of exposing a substrate to ultraviolet radiation of varying intensity comprising the steps of:

a) providing a substrate to be exposed;

b) positioning a discharge lamp assembly in proximity to the substrate, the discharge lamp including:

an elongated vitreous tube having an outer periphery and axially opposed first and second ends which define an axial length for the tube therebetween, the outer periphery including a plurality of regions defined along said axial length wherein a first region extends over a predetermined first portion of said axial length and has a helical groove path defining a series of axially spaced apart grooves formed therein;

a first electrode assembly associated with the first end of the tube;

a second electrode assembly associated with the second end of the tube; and

a coating on an interior of the vitreous tube along the entire length for emitting ultraviolet radiation when a voltage is applied across the first and second electrodes; wherein the first region emits ultraviolet radiation having an intensity greater than emitted from a second region of the outer periphery; and

c) exposing the substrate to the ultraviolet radiation emitted from the first and second regions of the outer periphery of the lamp.